

DataMedic Ltd

Privacy Notice

Clear website version for patients, users, customers and business contacts

Last updated	11 June 2026
Who we are	DataMedic Ltd, 128 City Road, London, EC1V 2NX, United Kingdom
Privacy contact	privacy@datamedic.uk
General contact	info@datamedic.uk

This Privacy Notice explains how DataMedic Ltd collects, uses, shares and protects personal data. It is intended for publication on the DataMedic website and for sharing with customers who want a plain-English privacy overview.

This notice is written in a website-friendly format. It does not replace any customer contract, data processing agreement, statement of work or service-specific privacy information that may apply to a particular DataMedic service.

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At a glance

Area	What this means
Website and enquiries	We use contact, usage and technical data to run the website, respond to enquiries and manage communications.
Platform users	We use account, role, access, audit and support data to provide and secure services.
NHS and customer service data	Where a customer provides data for an agreed service, DataMedic will usually act as a processor under customer instructions.
Patient data	Patient-level data is used only for authorised healthcare review, dashboards, worklists, analytics or other agreed services.
Clinical decisions	Outputs support review. They do not replace the GP clinical record, clinician judgement or local governance.

1. Who we are

DataMedic Ltd provides healthcare analytics, population health dashboards, clinical pathway intelligence, terminology tools, digital resources and related data services. Our services are designed mainly for NHS primary care organisations and authorised healthcare, analytics, research, commercial or partner organisations.

For privacy questions, contact privacy@datamedic.uk. For general enquiries, contact info@datamedic.uk.

2. When this notice applies

This Privacy Notice applies when you:

- visit the DataMedic website;
- use a public DataMedic resource, tool, calculator or knowledge page;
- contact DataMedic or ask for information about our services;
- receive emails or other communications from us;
- use a DataMedic platform, dashboard, report, API or digital service;
- work with us as a customer, supplier, partner, contractor or prospective customer;
- are included in data provided to DataMedic by a customer for an agreed service.

Some services may have additional privacy information or customer-specific terms. Where those apply, they should be read alongside this notice.

3. Our role: controller, processor or joint controller

DataMedic may have different roles under UK data protection law depending on the service.

3.1 When DataMedic is a controller

We are usually a controller for personal data we use for our own business purposes. This includes website enquiries, business contacts, supplier administration, account administration, security monitoring, service communications, marketing preferences and our own compliance activities.

3.2 When DataMedic is a processor

Where we provide services to a GP practice, PCN, ICB, NHS organisation or another customer, that customer will usually be the controller. DataMedic will usually act as a processor and process customer data only on the customer's documented instructions and under the relevant contract or data processing agreement.

3.3 When DataMedic is a joint controller

In some projects, DataMedic and another organisation may jointly decide why and how personal data is processed. Where this applies, the arrangement should be recorded in writing and the relevant responsibilities should be made clear.

4. Personal data we collect or process

4.1 Website visitors and public users

- IP address, device, browser and operating system information;
- website usage information, such as pages visited and referral source;
- cookie preferences and similar technical information;
- information submitted through contact forms, enquiry forms, newsletter forms, downloads or public tools.

Public website forms, tools and calculators should not be used to submit identifiable patient information unless the page clearly says the tool is designed and authorised for that purpose.

4.2 Customers, suppliers and business contacts

- name, role, organisation and work contact details;
- correspondence, meeting notes and enquiry details;
- service interests, procurement information and contract administration details;
- billing, supplier, account and communication records;
- marketing preferences and communication history.

4.3 Platform users

- name, work email address, role and organisation;
- account, authentication and access control information;
- organisation, practice, PCN or ICB access settings;
- audit logs, activity records, security logs and support requests;
- workflow information entered into the platform, such as action status, comments or review notes.

4.4 Customer service data, including patient-level data

Where a customer provides data to DataMedic for an agreed service, the data we process depends on the service scope. It may include:

- patient identifiers, such as NHS number, local patient ID, name or date of birth where needed for authorised review;
- demographic information, such as age, sex, ethnicity, postcode-derived area information or deprivation indicators;
- clinical and prescribing information, such as coded diagnoses, clinical measurements, pathology results, medication markers, referral indicators, pathway markers, review dates or risk indicators;
- organisation information, such as practice code, PCN, ICB, extract date and import date;
- derived fields, flags, cohorts, dashboard outputs or worklist indicators created for the agreed service.

DataMedic does not operate as a default whole-practice data dump service. Customer data extracts should be scoped to the agreed service and limited to what is needed for that service.

5. How we collect personal data

We may collect personal data:

- directly from you, for example when you contact us or use the website;
- from your organisation, employer or another authorised user;
- from customers who provide data to us under a contract or data processing agreement;
- from structured extracts, CSV files, APIs, reports or searches supplied or authorised by a customer;
- from public sources, open datasets or official reference sources where lawful and relevant;
- automatically through cookies, logs, security tools and platform monitoring.

Where a customer provides personal data to DataMedic, the customer is responsible for ensuring that the data has been obtained and shared lawfully.

6. How we use personal data

Purpose	Examples
Provide our services	Create accounts, manage access, run dashboards, provide analytics, display worklists, provide reports, operate tools and deliver contracted services.
Support healthcare and analytics services	Import, validate, transform and present customer data for population health analytics, clinical pathway intelligence, data quality review, audit, service evaluation or other agreed purposes.
Keep services secure	Authenticate users, monitor access, investigate suspicious activity, maintain audit logs and manage incidents.
Communicate with you	Respond to enquiries, arrange demonstrations, provide service updates, manage support requests and send relevant business communications.
Improve services	Understand service use, fix issues, test changes, develop new features and improve reliability. Where possible, we use anonymised or aggregated information.
Meet obligations	Comply with legal, contractual, regulatory, information governance, clinical safety and accounting obligations.

We do not sell personal data. We do not use patient-level customer data for advertising or general marketing.

7. Healthcare analytics and clinical decision support boundary

Some DataMedic services help authorised users identify, review and prioritise patients or cohorts using data supplied by healthcare organisations. Examples may include dashboards, reports, patient worklists, pathway intelligence, data quality prompts, clinical review prompts or service planning outputs.

DataMedic outputs are intended to support review by authorised users. They are not a substitute for the GP clinical record, clinician judgement, prescribing checks, referral checks, safeguarding review or local clinical governance.

Unless expressly agreed in writing, DataMedic does not:

- make autonomous clinical decisions;
- provide medical advice directly to patients;
- diagnose, prescribe, refer or determine final treatment eligibility;
- contact patients directly;
- write back to EMIS, SystmOne or another clinical system.

Where a dashboard identifies a patient as overdue, eligible for review, in a cohort, at risk or similar, this should be treated as a prompt for professional review within the agreed service scope.

8. Lawful basis for processing

Where DataMedic acts as a controller, we rely on one or more lawful bases depending on the activity.

Activity	Typical lawful basis
Responding to enquiries and managing business relationships	Legitimate interests, contract or steps before entering into a contract
Providing website, platform or account access	Contract or legitimate interests
Security, audit and fraud prevention	Legitimate interests, legal obligation or contract
Customer, supplier and billing administration	Contract, legitimate interests or legal obligation
Marketing to business contacts	Legitimate interests or consent where required
Cookies and analytics	Consent where required, or legitimate interests where permitted
Legal, governance and compliance activities	Legal obligation or legitimate interests

Where DataMedic acts as a processor, the customer determines the lawful basis and any special category condition. DataMedic processes that data on the customer's documented instructions, unless required by law.

Where health data or other special category data is processed, an additional UK GDPR Article 9 condition is required. For healthcare services this may include health or social care purposes, public health, research, substantial public interest or another condition identified by the relevant controller.

9. Who we share personal data with

We may share personal data where necessary and lawful with:

- customers and authorised users, where this is part of the agreed service;
- cloud hosting, infrastructure, database, security and monitoring providers;
- email, communications, support, analytics, development and operational service providers;
- professional advisers, auditors, insurers and legal representatives;
- regulators, public authorities, courts, law enforcement agencies or NHS bodies where required or permitted;
- organisations involved in a business transfer, investment, merger, acquisition or restructuring, subject to appropriate safeguards.

Where suppliers process personal data for DataMedic, we put appropriate contractual controls in place. Where DataMedic acts as a processor, sub-processor arrangements are handled in line with the relevant data processing agreement.

10. International transfers

DataMedic is UK-based and aims to use suppliers and hosting arrangements appropriate for UK healthcare and data protection requirements.

We do not routinely transfer customer patient-level data outside the UK unless this is agreed, required or otherwise permitted under the relevant contract and applicable law.

Where personal data is transferred outside the UK, we will take steps designed to make the transfer lawful. This may include adequacy regulations, the UK International Data Transfer Agreement, the UK Addendum to the EU Standard Contractual Clauses, transfer risk assessments or another lawful safeguard.

11. Security

We use technical and organisational measures appropriate to the nature of the data, the service and the risks involved. These may include:

- access controls and role-based permissions;
- authentication and account security controls;
- encryption or equivalent protection where appropriate;
- secure hosting, configuration and infrastructure controls;
- audit logging, monitoring and incident response procedures;
- vulnerability management, backup and recovery controls;
- staff confidentiality, training and access management;
- supplier due diligence and contractual safeguards;
- clinical safety, release and change-control processes where relevant.

No system can be guaranteed to be completely secure. Customers and users must also protect account credentials, use approved access routes and tell us promptly about suspected security issues.

12. How long we keep personal data

We keep personal data only for as long as necessary for the purposes described in this notice, unless a longer period is required or permitted by law, contract or legitimate operational need.

Retention periods depend on:

- the type of data;
- the service being provided;
- whether DataMedic is acting as controller or processor;
- customer instructions and contractual requirements;
- legal, accounting, audit, security, regulatory or clinical governance needs;
- backup, disaster recovery, incident investigation or dispute requirements.

Where DataMedic acts as a processor, customer data retention, return and deletion will usually be governed by the relevant contract or data processing agreement.

13. Cookies

Our website and platform may use cookies and similar technologies for essential operation, login, security, session management, preferences, analytics and service improvement.

We do not use cookies to access patient records. Non-essential cookies will be used only where permitted by law and, where required, with consent. You can manage cookies through your browser settings or any cookie controls we provide.

14. Automated decision-making and profiling

DataMedic services may use rules, logic, algorithms, data transformations and cohort definitions to generate dashboards, flags, worklists, insights or prioritisation outputs.

Unless expressly stated otherwise in a service-specific agreement, DataMedic does not make solely automated decisions that have legal or similarly significant effects on individuals.

DataMedic outputs are intended to support review by authorised users and should not be treated as the sole basis for patient-specific clinical decisions.

15. Your rights

Depending on the circumstances, you may have the right to:

- access your personal data;
- correct inaccurate personal data;
- request deletion of personal data;
- restrict processing;
- object to processing, including processing based on legitimate interests;
- receive a copy of your data in a portable format;
- withdraw consent where processing is based on consent;
- complain to the Information Commissioner's Office.

These rights are not absolute and may depend on the lawful basis, the type of data and whether DataMedic is acting as controller or processor.

15.1 If you are a website visitor, platform user or business contact

You can contact privacy@datamedic.uk to exercise your rights or ask a privacy question.

15.2 If you are a patient

Where DataMedic processes patient data on behalf of a GP practice, PCN, ICB, NHS organisation or other healthcare organisation, that organisation will usually be the controller. You should normally contact the relevant healthcare organisation directly if you want to exercise your data protection rights or ask how your data has been used.

If you contact DataMedic directly about patient data we process as a processor, we may need to refer your request to the relevant controller.

16. Children's data

The DataMedic website and platform are not intended for children as direct users.

Where DataMedic processes data for healthcare organisations, customer datasets may include information about patients of any age, including children. Such data is processed under the customer's instructions and subject to appropriate safeguards, contractual controls and healthcare governance requirements.

17. Third-party websites

Our website or services may link to third-party websites, resources or services. We are not responsible for the privacy practices of those third parties. You should review their privacy information before providing personal data to them.

18. Changes to this notice

We may update this Privacy Notice from time to time to reflect changes in law, guidance, our services, technology, suppliers or business operations.

Where changes are material, we will take reasonable steps to bring them to the attention of affected users or customers. The latest version should be made available on our website.

19. Contact and complaints

For privacy question s, rights requests or data protection concerns, contact privacy@datamedic.uk.

For general enquiries, contact info@datamedic.uk.

Postal address: DataMedic Ltd, 128 City Road, London, EC1V 2NX, United Kingdom.

If you are unhappy with how we handle your personal data, please contact us first so we can try to resolve the issue.

You also have the right to complain to the UK Information Commissioner's Office.

ICO website: <https://ico.org.uk>

ICO telephone: 0303 123 1113

ICO address: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, United Kingdom